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Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media

Carolyn Howard-Johnson

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Retailers are eager not to be left behind in the dust created by competitors who are active social networkers. Even big business is finding that Twitter is one of the most effective means of reaching large numbers of eager customers and communicating with them. But there is a knack for using it effectively. This "Frugal and Focused Tweeting for Retailers" book will get novices on the right Tweeting track and inspire veteran Tweeters with pin-point perfect Tweeting ideas and methods for integrating their efforts with everything they do online and in their stores.

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